

B. Please add the following paragraphs immediately following the paragraph ending on page 10, line 10:

b2 Figure 3a is a partial illustration of Figure 3.

Figure 3b is a partial illustration of Figure 3.

C. Please replace the paragraph beginning at page 13, line 17 and ending at page 13, line 31 with the following paragraph:

B3
---According to our invention, scripting is the use of ordered and structured sets of pages of ordered and structured sets of logically linked questions and sets of likely responses thereto, with branching from and to questions, and accessing of associated databases, for example to drive branching or subsequent questions. Scripting can be illustrated by considering the scripting metadata. Metadata is used here in the sense of "data about the data" and refers broadly to the structure and architecture of the data. Scripting metadata includes information about the script itself, what it looks like, how it should behave, and how it should be driven by scripting metadata as shown in Figures 1 and 2. Figure 1 shows a script, 11, with three Pages, 13a, 13b, 13c, depending from the script, 11. Page, 13a, 13b, 13c, in turn, have questions, 15a, 15b, 15c, 17a1, 17b2 depending from them. Likewise, questions 17a1, 17b2, in turn, have answers, 19a1, 19a2, 19a3, 19b1, 19b2 and 19b3, depending from them. The answers, 19a1, 19a2, 19a3, 19b1, 19b2 and 19b3 provide branches 21a1, 21a2, 21b1 and 21b2, to other questions, 17a2, 17b1, 17c1, 17c2, or to other functions within the script, such as the retrieval of information from associated databases.---

D. Please replace the paragraph beginning at page 14, line 1 and ending at page 14, line 3 with the following paragraph:

B4
---The structure and order is illustrated by considering the script metadata structure in terms of tables. The tables making up the script are hierarchically arranged with clear relationships between the following members: script-page-question-answer.---

E. Please replace the paragraph beginning at page 14, line 20 and ending at page 14, line 26 with the following paragraph:

B 5
---In this regard, scripting can be illustrated by considering the flow of information in a scripted interaction. This is shown graphically in Figures 3, 4 and 5. Figure 3 is a flow chart illustrating the flow paths of a scripted customer interaction, in the case of a call to a potential buyer of a pager. Figure 4 illustrates the script structure and logical relationships of a telephone service or telephone marketing script, with the script-page-question-answer hierarchy. Figure 5 illustrates the procedural connections between major database objects or script elements, including styles.---

F. Please replace the paragraph beginning at page 14, line 27 and ending at page 15, line 11 with the following paragraph:

B 6
---Turning to Figure 3, there are four pages, the customer id page, 13ⁱ, the product description page, 13ⁱⁱ, the convince to buy page, 13ⁱⁱⁱ, and the order information page, 13^{iv}. The customer id page, 13ⁱ, starts out with courtesy questions, 17, and responses 19, 19a, 19b. Note that responses 19a and 19b, that this is either a good time or a bad time to call lead through different links, link 21ⁱ that this is a bad time leads to terminating the call, while link 21ⁱⁱ, that this is a good time to call leads to a subsequent question, "Do you have a pager ?" This also leads to a branch, with a "yes" answer going through link 21ⁱⁱⁱ to the exit, while answer "No" leads through link 21^{iv} to the product description page 13ⁱⁱ. The first question 17 on this page is "Are you familiar with pagers ?" A "No" answer leads through link 21^v to a second attempt to interest the customer, i.e., "Would instant notice of news items be useful ?" Again, a "No" answer leads to the exit through link 21^{vi}. A "Yes" answer to "Would you be interested in one ?" leads to another page, 13^{iv}, the Order Information" page, while a "No" answer leads to "Would instant notice of news items be useful ?" Again, a "No" answer leads to the exit through link 21^{vi}, while a "Yes" answer leads to another page, 13ⁱⁱⁱ, the Convince to Buy" page. This same type of logic is carried forward into the subsequent pages, 13ⁱⁱⁱ, and 13^{iv}. ---

G. Please replace the paragraph beginning at page 15, line 14 and ending at page 15, line 17 with the following paragraph:

B 7
---Figure 4 shows the underlying logic of a script 11, with pages 13, questions 17, answers 19, and links 21. Figure 5 shows the relationship to the script metadata, with script styles, 31, page styles, 33, and question styles, 37, feeding to scripts 11, pages, 13, and questions, 17, and answers, 19, along with the branches and links previously defined.---